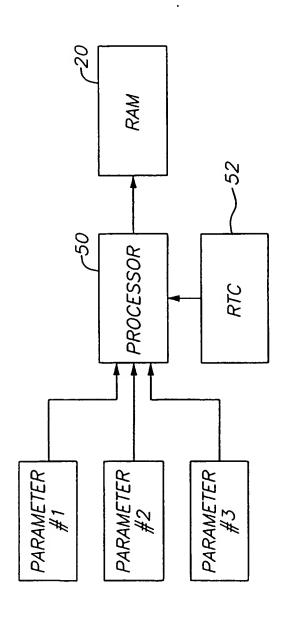


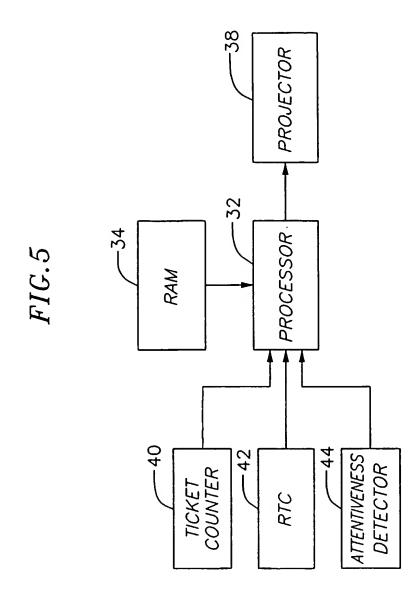
Attorney: LeRoy T. Rahn
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INTERNET FIG.3CLEARING HOUSE AD AGENT #n AD AGENT #1 #2 AD AGENT

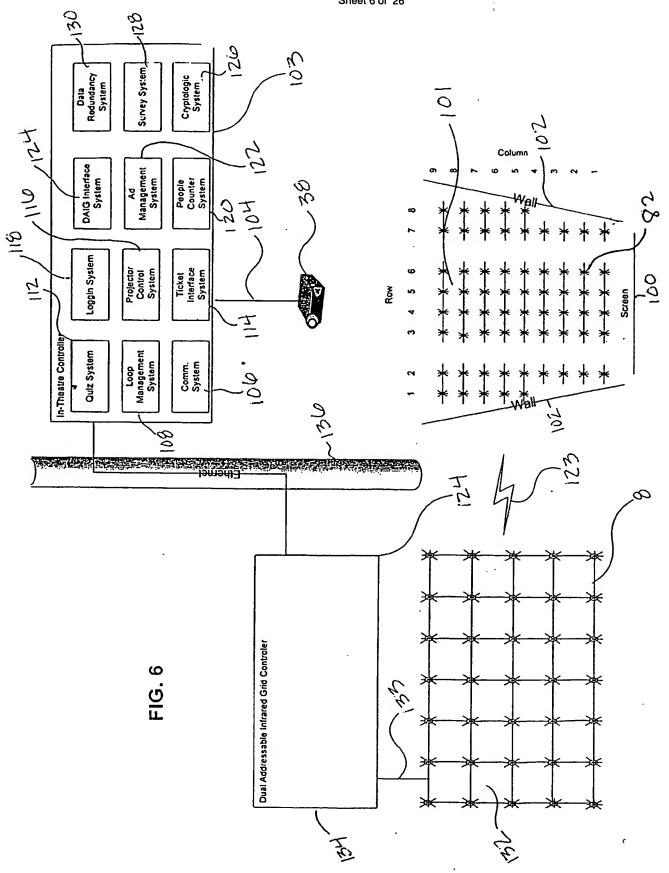
FIG.4



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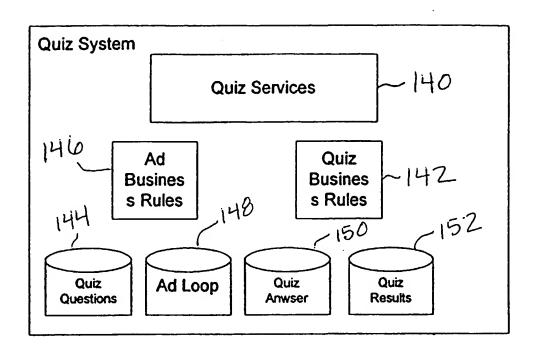
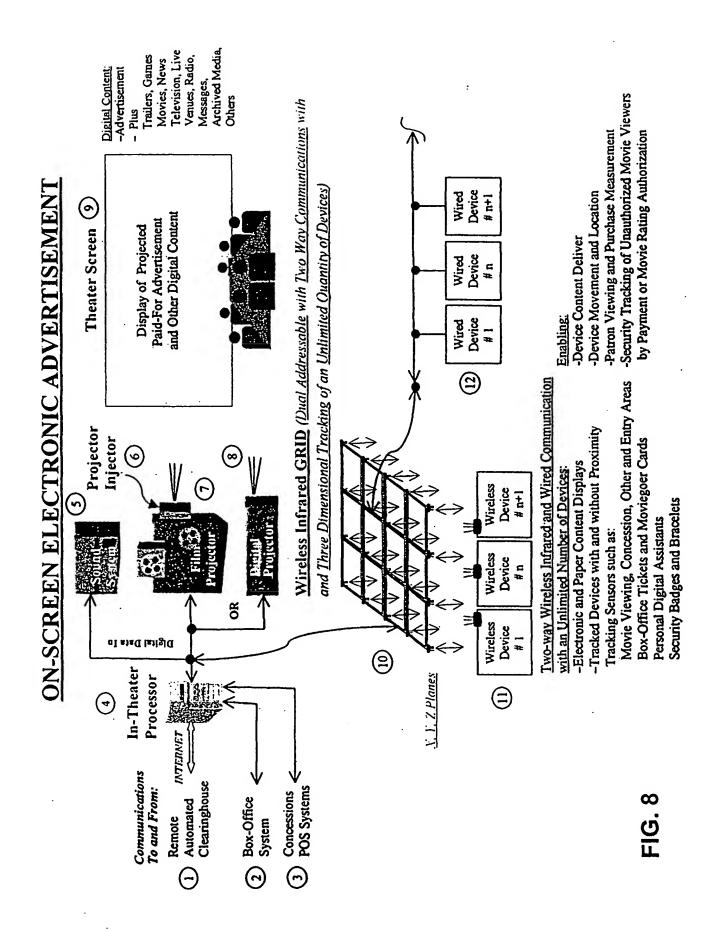
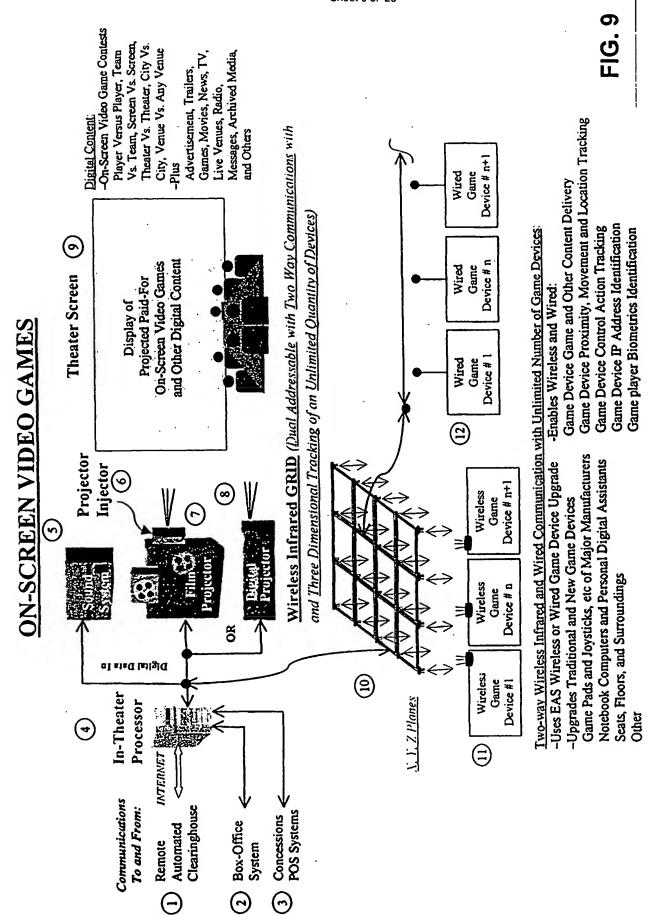


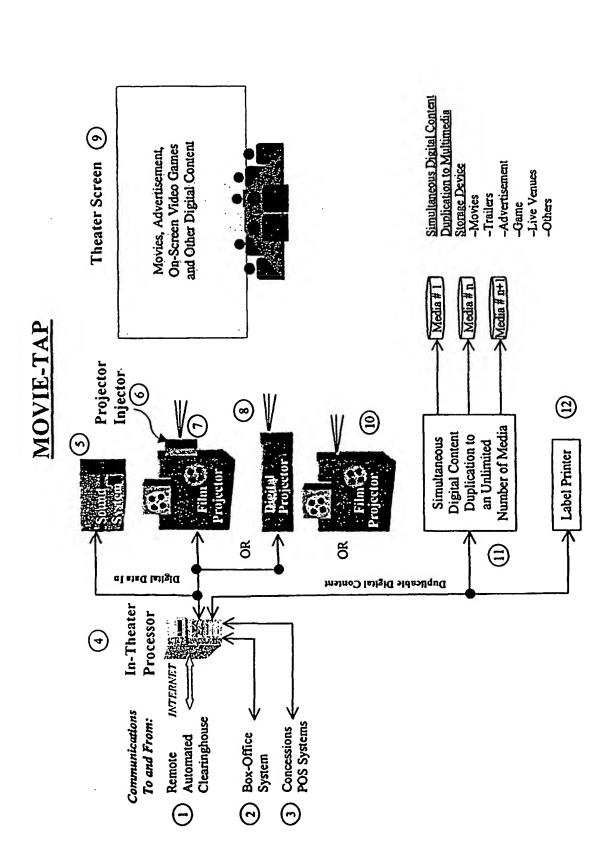
FIG. 7

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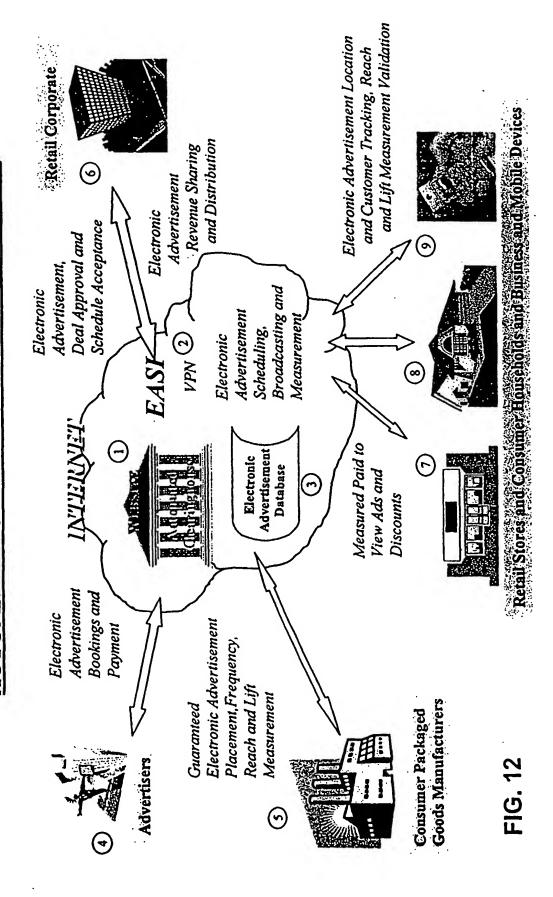


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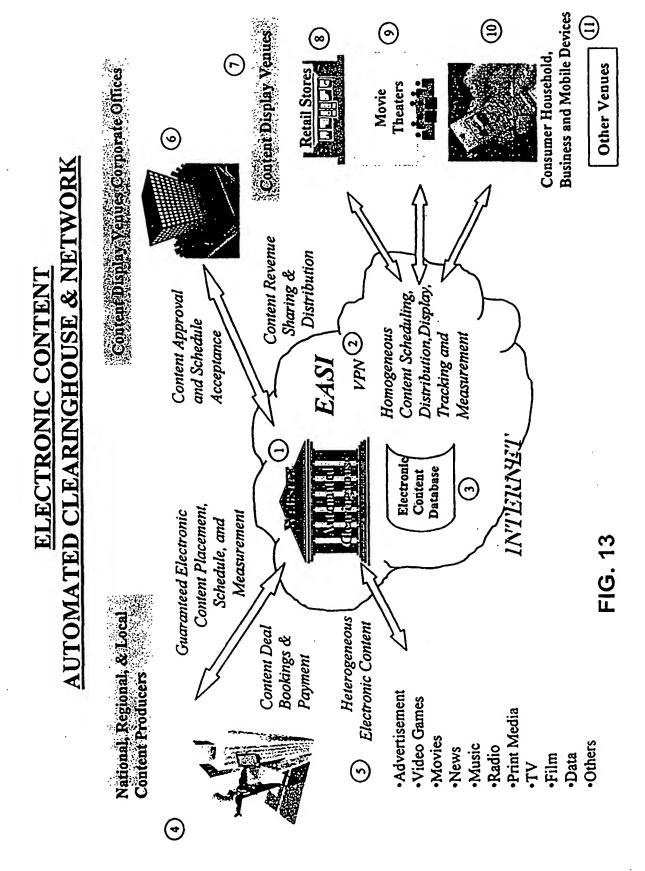
## <u>e</u> On-Screen Electronic Advertisement, Mobile Game and (See User Devices Movie Theaters On-Screen Content (Others) Movie Theater Corporate Operations Theater Screens On-Screen Video Games, (e) Advertisement AUTOMATED CLEARINGHOUSE & NETWORK Displays MOVIE THEATER ELECTRONIC CONTENT 9 Content Revenue Sharing and Content Approval Distribution Distribution, Display, Content Scheduling, and Schedule Acceptance Homogeneous Tracking and Measurement VPN (2) Guaranteed Electronic Electronic Content Placement, Database Content Measurement Schedule, and $\bigcirc$ FIG. 11 Content Deal Bookings & Payment Electronic Content Video Game, and Movie-Tap Heterogeneous National, Regional, & Local Advertisers, On-Screen Advertisement Video Games Manufacturers and Content Producers Print Media Movies Music •Radio Others •News Data Film •T√ <u>ල</u> 3

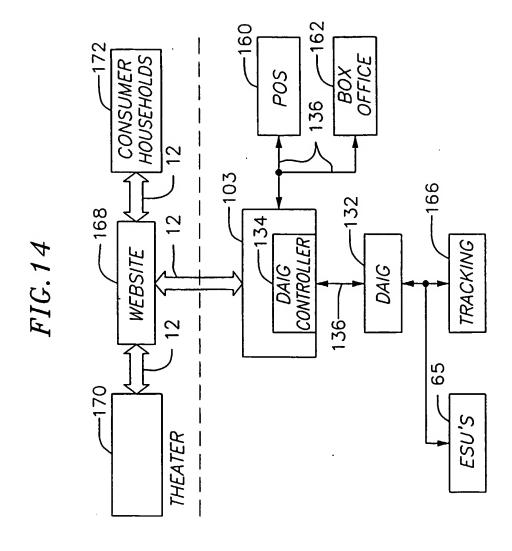
Attomey: LeRoy T. Rahn
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## **AUTOMATED CLEARINGHOUSE & NETWORK ELECTRONIC ADVERTISEMENT**



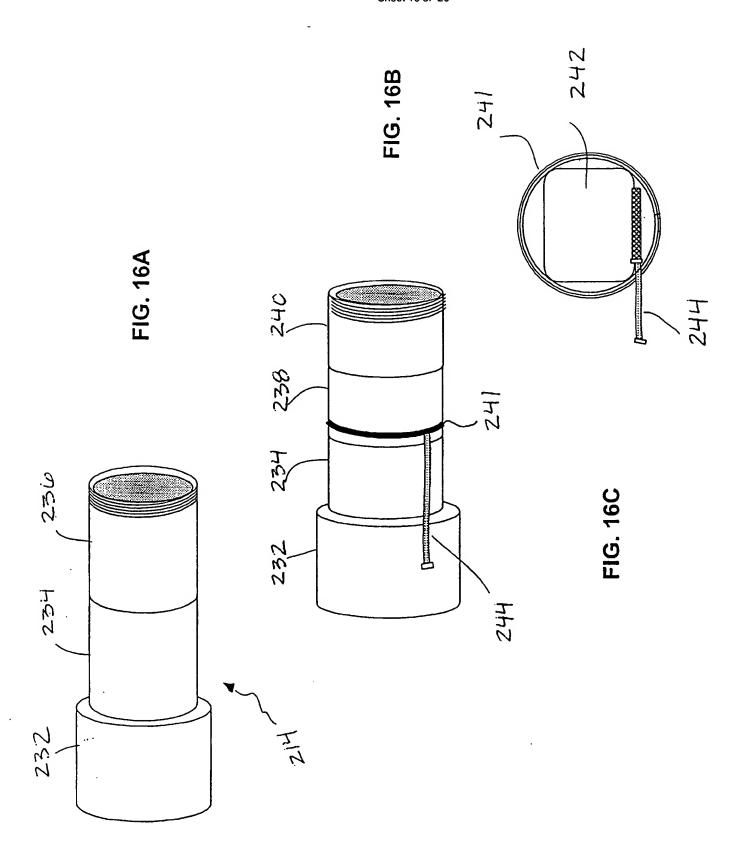
Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 13 of 26





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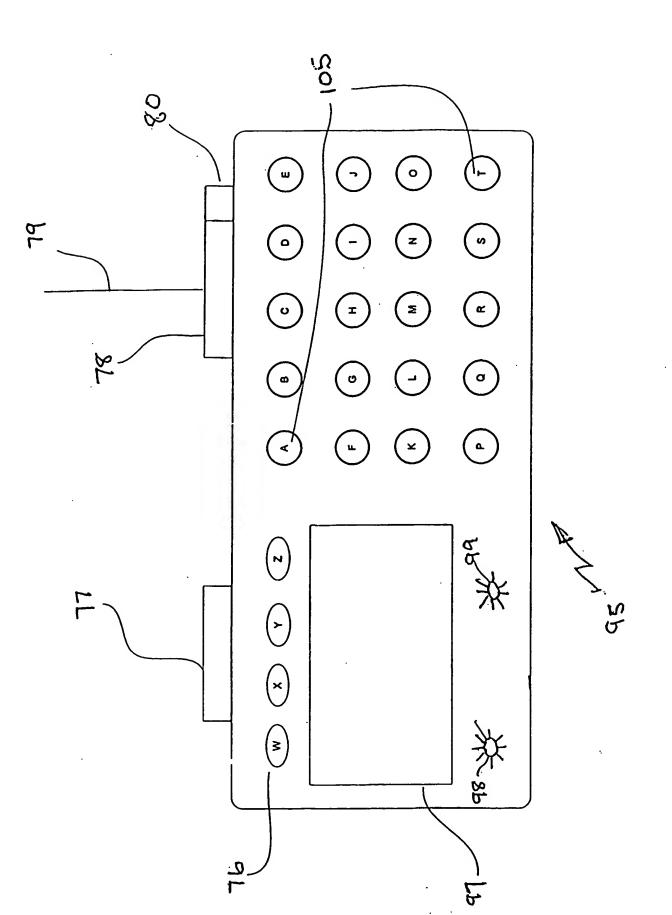
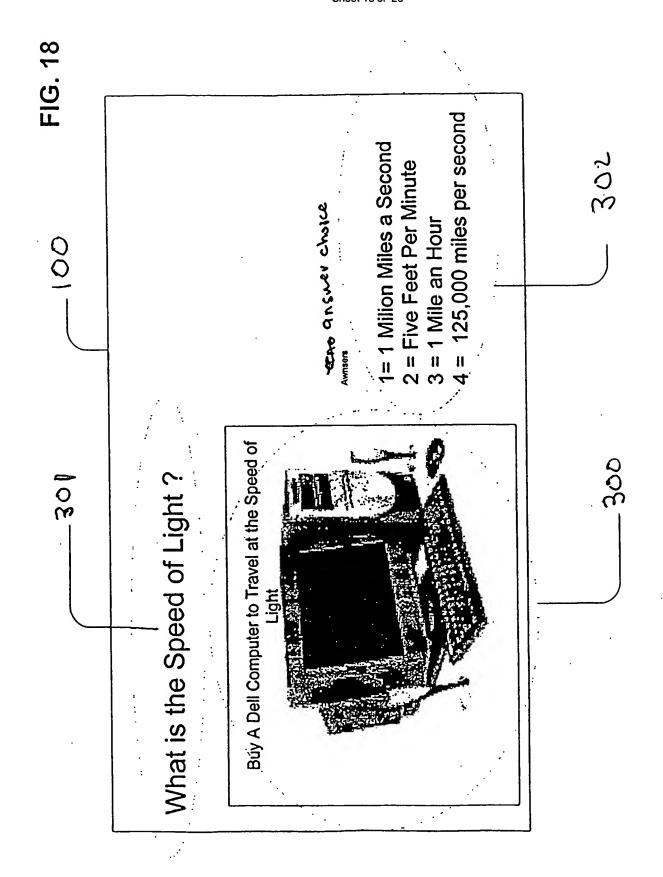
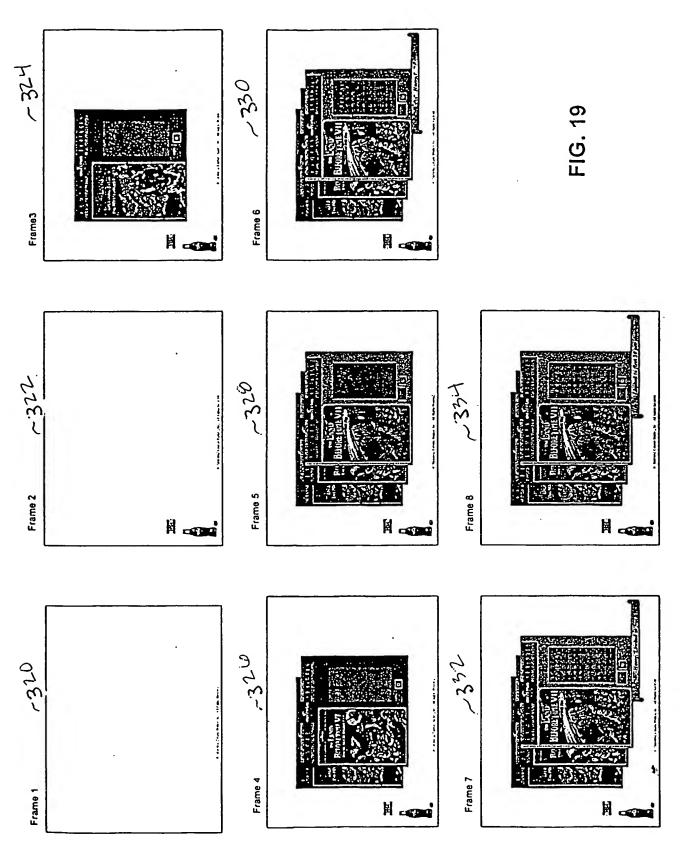


FIG. 17

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ID. Name Address ID Name

**Address** 

ID Nam

'Agénts

ID Name **Address** 



ID Name Address Chain ID



Length Rating Plot Keywords List **Demographic Code List Product Code** Distributor ID

Ads:

ID Title Description Time Ad Category Demographic Code Image File Name



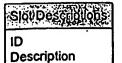
ID Screen Number Description Location **Equipment Type** Theater ID Capacity Screen Type

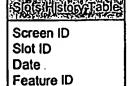


Slot ID Time Slot Screen ID Feature ID



Description Length Film Category Demographic Code



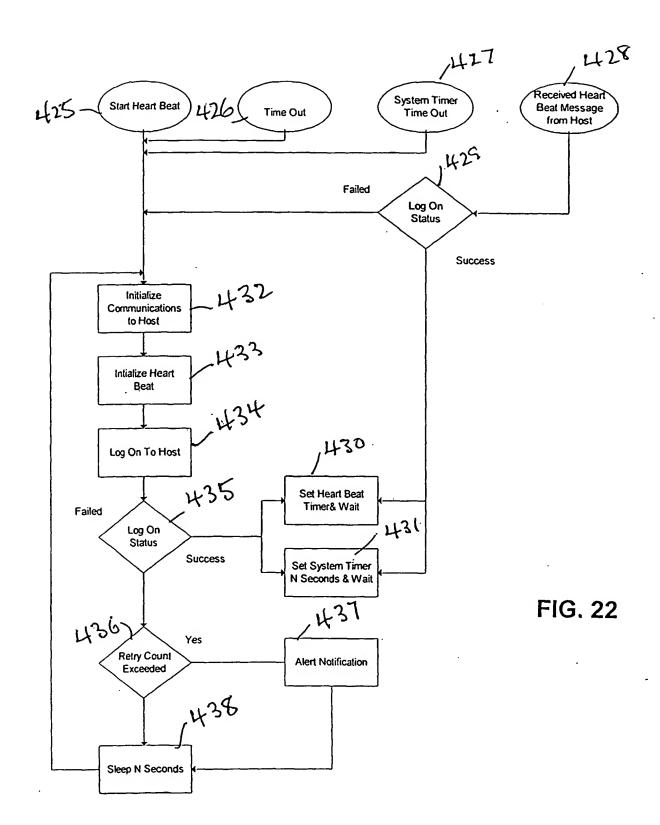


Seats Sold

FIG. 20

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Sheet 21 of 26 Start Initialize Screen 401 Loop 402 Retrieve Loop Schedule 403 Wait Until Loop Start Time 406 Traller / Sleep N Seconds **Feature** Start No 4061 422 Yes Log Slot End of File Statistics No Read Next Record .469 408 Dynamic Collect Live SlotType Theater Data Static 410 4157 Score Slot 1414 413 Yes 4117 Class = Ad Display Ad Load Ad Score Ad's 416 418 No 417. Yes 412 Match Ad to Slot Display & Start Load Quiz Class = Quiz Quiz No Yes Display & Start Class = Load Survey Survey Survey FIG. 21 4201 -421

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Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 23 of 26 450 Start Turn Receiver Power On Search For Carrier Yes No Is There A Delay - .8 - .9 Turn Receiver Transmission? SEC Power Off 2462 **Detect Address** Does Detected No Add. Match Data Wait for Next Coll. Dev. TM Add **Address** 456 Yes Read Last Key Receive Data Pressed 459 **Transmitte** Read Seat Results Occupied Dector Turn Receiver Power Off 46 Delay 2 ~ 5 FIG. 23 Minutes

Attorney: LeRoy T. Rahn Docket No.: 47160/LTR/R249 Inventor(s): Kenneth M. Kubler, et al. Title: SYSTEM AND METHOD FOR MANAGING IN-THEATER DISPLAY ADVERTISEMENTS Sheet 24 of 26 020 Redundancy Cryptologic System System Tracking System 900 Oata 9 Column (Y) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 Gamer Management System DAIG Interface Ad Management System System 9011 123456789101112131415 1617 1819 20 21 22 ₩all 9002 Ticket Interface Loggin System Projector Control System System 3 Row (X) Screen In-Theatre Controllge ې Comm. System OSVG System Loop Management System 1006 36 Ad Ad Business Ad Loop Rules **Dual Addressable Infrared Grid Controler** On-Screen Video Game System (OSVG) 52 OSVG Results OSVG Business Rules 08V6 680

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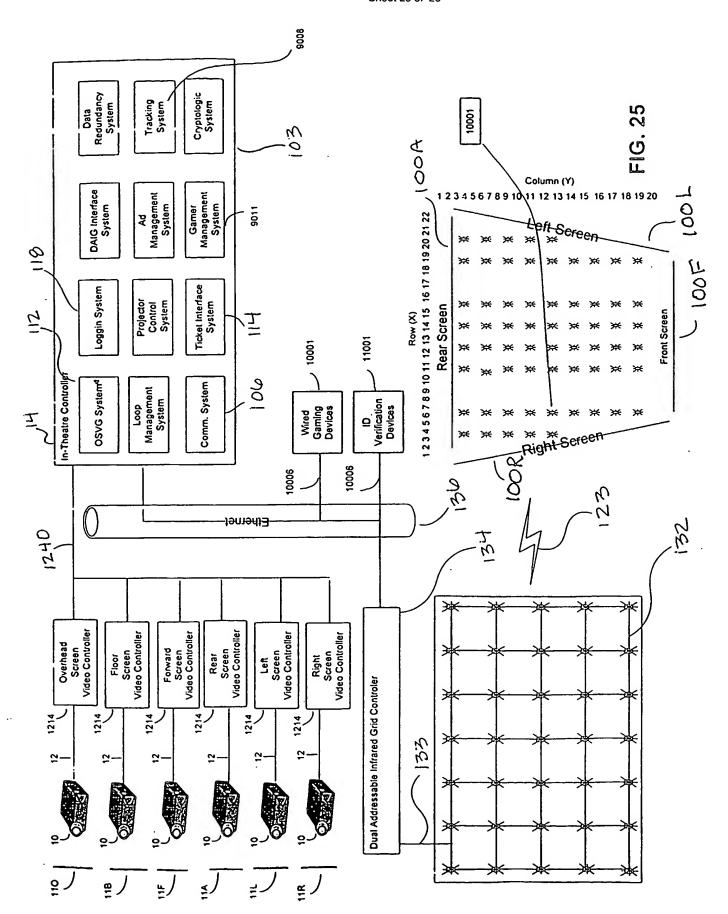


FIG. 26

